

## APPENDIX

### IN THE CLAIMS:

Please amend claims 1, 7, 19, 21, and 24; and add new claims 26 and 27 as follows:

1. (Amended) A method for a handheld recommendation assistant, said method comprising:

reading, by a handheld device, product information of a product from a product tag;

retrieving consumer information through a connection to a consumer information storage device, said consumer information being associated with said product and being retrieved based at least in part on said product information, said consumer information including information about said product;

acquiring personal information of a user relevant to at least one aspect of said product; and

generating a product recommendation related to said product based at least in part on said personal information and said consumer information, the product recommendation being generated by the handheld recommendation assistant.

7. (Amended) The method according to claim 1, wherein said handheld device [is capable of communicating] communicates with said consumer information storage device and [generating] generates said product recommendation.

19. (Amended) A system for a handheld recommendation assistant, said system comprising:

a handheld device configured to read product information of a product from a

product tag and to access data over one or more connections, said handheld device being further configured to acquire personal information of a user relevant to at least one aspect of said product and to generate a product recommendation related to said product; and

a consumer information storage device including consumer information, said consumer information being associated with said product and being retrievable by said handheld device, over said one or more connections, based at least in part on said product information,

wherein said product recommendation is based at least in part on said personal information and said consumer information, the product recommendation being generated by the handheld recommendation assistant.

21. (Amended) A handheld recommendation assistant, said assistant comprising:

a scanner configured to read product information of a product from a product tag;

a transceiver configured to acquire personal information of a user relevant to at least one aspect of said product, said transceiver being further configured to retrieve consumer information from a consumer information storage device based at least in part on said product information, said consumer information being associated with said product; and

a recommendation generator configured to provide a product recommendation related to said product based at least in part on said personal information and said consumer information, the recommendation generator being located within the

handheld recommendation assistant.

24. (Amended) A computer-readable medium encoded with a plurality of processor-executable sequences for:

reading, by a handheld device, product information of a product from a product tag;

retrieving consumer information through a connection to a consumer information storage device, said consumer information being associated with said product and being retrieved based at least in part on said product information, said consumer information including information about said product;

acquiring personal information of a user relevant to at least one aspect of said product; and

generating a product recommendation related to said product based at least in part on said personal information and said consumer information, the product recommendation being generated by the handheld device.

26. (New) The method according to claim 1, wherein the consumer information includes the product information for multiple different stores.

27. (New) The method according to claim 1, the consumer information being retrieved from multiple consumer information storage devices via multiple connections.